



FREE CHAPTER PREVIEW · THE BOOK IS AVAILABLE ON AMAZON!

The Unfiltered Truth About Home Care

OPENING

"You didn't get into home care to fight fires every day. But somewhere along the way, that's exactly what happened."

You built something real. You hired caregivers, served clients, and showed up every single day — but the agency you envisioned still feels just out of reach. Not because you lack passion. Not because you don't work hard enough.

It's because no one ever told you the truth about why certain leadership styles create operational chaos — and how to break free from the patterns keeping your agency stuck.

Chapter 1 of The Unfiltered Truth About Home Care pulls back the curtain on the Leadership Trap: the invisible force causing burnout, high turnover, and stalled growth in agencies across the country.

INSIDE CHAPTER 1

What You'll Discover

01

Why Good Owners Get Stuck

The real reason talented, passionate agency owners hit a ceiling — and why working harder only makes it worse.

02

Your Leadership Wiring

An introduction to the four leadership archetypes of the L.E.N.S. Method — and how each one shows up inside your agency.

03

The Pattern Behind the Chaos

How to recognize the operational patterns driven by your leadership style — and the first step to reshaping them.

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KEY INSIGHT

EXCERPT FROM CHAPTER 1

"Sales won't click. Recruiting won't hold. Culture won't land. You'll keep grinding, but never feel like it's working. Burnout doesn't come from doing too much; it comes from leading in ways that don't fit you. From misalignment, like wearing the wrong hat day after day and wondering why it itches. So let me say it as clearly as I can: the rest of this book won't work the way it should if you skip this part."

— The Unfiltered Truth About Home Care

MEET THE AUTHORS

Written by Leaders Who've Lived It

TD

Tiffany Dutcher

STRATEGIST · THE LENS ARCHITECT

Tiffany built and sold her own home care agency before stepping into coaching — where she discovered the same operational patterns repeating across dozens of agencies. That insight became the foundation of the L.E.N.S. Method: a proven framework for diagnosing leadership style and transforming how agencies operate, hire, and scale.

GB

Gregory Bean

OPERATIONS · THE FOUNDATION BUILDER

Greg began his healthcare journey as a critical care nurse, shaped by the discipline and strategic mindset he built during his time in the U.S. Navy. Across three decades — including leadership roles at Bayada, Visiting Angels, and his current role as VP of Revenue Cycle Management at AxisCare — he kept coming back to the same question: why do some agencies build something sustainable while others stay stuck? His answer: it's not a strategy problem, it's a misalignment problem. That insight is what pulled him into this work — and what keeps him in it.

READY FOR THE FULL BOOK?

The Unfiltered Truth About Home Care

Five parts. One mission. A leadership framework built in the trenches — not a boardroom.

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BOOK PREVIEW CHAPTER 1

Leadership Styles and Owner Identity

FROM · THE UNFILTERED TRUTH ABOUT HOME CARE

Your agency will never outgrow how you lead.

I recognize the first-time business owners walk into home care thinking, “I’m an owner now.” It’s the same energy I had when I started—ready to lead, ready to serve, finally stepping into that dream of calling the shots. You bought the fancy planner, picked out the office décor, and maybe even made a Spotify playlist called CEO Mode. The fire was real: you were building something of your own.

But six months in? A year? Five? For most owners, the dream begins to blur at some point. You’re wearing every hat, pouring wine at 5 p.m., and wondering how it’s only Wednesday. Again. And if you’re in year ten? Don’t you dare put this book down! Whether you feel stuck or you’re on the brink of your next level, this is still for you. It’s time to grow further.

Home care isn’t interested in how long you’ve been in the game. If you’re not leading with clarity, the chaos will find you. Calmness becomes fleeting. You get lost in the business—drowning in paperwork, fielding call-offs, and putting out fires like it’s your job title. Vision fades. Joy gets buried under client complaints and caregiver drama.

Here’s what I’ve learned: if you don’t understand yourself, you will not grow this business. Even if you have already grown your business successfully, you still have time to understand yourself. Whether you’re brand new, stuck in year two, or waiting to finally explode in year three, you must understand why your team doesn’t do what you ask, why you freeze when decisions pile up, and why on some days you think, “I should just go back to a nine-to-five.”

Nobody tells you that leadership can feel lonely. They don’t teach you to smile on a Zoom call with your bookkeeper while everything behind the scenes is on fire, or that you’ll question yourself more often than you’d like to admit. We go into home care for two reasons: to care for seniors and to care for caregivers. But somehow, we end up as firefighters with no floor plan and hoses with no water. Every Leadership Style handles burnout differently.

Some industries attract only one type of owner. Home care is different. We’re a beautiful, varied buffet of personalities. And that’s why this book matters. There is a better way to lead. But before we build it, you need to know what kind of leader you are.

Let’s talk about you.

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You're going to see yourself in one of these four leadership types. Maybe instantly. Maybe halfway through with a nervous laugh. But after coaching over a hundred home care owners, I can confidently tell you that you lean toward one of them. And if you don't recognize yourself? No problem. We have a quiz for that. If you haven't already, scan the QR code below to find the Leadership Styles Assessment and go ahead and take the quiz.

Four Leadership Styles: Driver, Connector, Humanitarian, and Methodical



The Driver likes to fix broken systems quickly and then move on to the next issue. You're the one who drives the bus so fast you rarely stop to check if the wheels are still tight. You move with purpose, energy, and conviction that makes people believe anything is possible. You drive to win—to do things better and stronger. Your mind naturally lives in the big picture. You see opportunities and solutions long before others even realize there is a problem to solve. You will call five referral sources before breakfast, sketch out a new marketing idea by lunch, and hire someone off instinct before the day ends.

But your strength—speed and big-picture thinking—can also be where friction begins. Living in the details can feel like a slowdown, and rules rarely feel like guardrails. If a rule gets in the way of the goal, your instinct is to find a way around it so progress can keep moving. The challenge is that while you see the destination clearly, the people around you still need the road map to get there.

The Connector leads through relationships. Referral sources trust you quickly, caregivers stay because they feel seen, and your office often feels more like family than a workplace. People open up to you. Connection is where you feel most confident as a leader; when relationships are strong, you know you're doing something right.



But connection has a shadow side. Hard conversations feel heavy, and you sometimes keep the wrong people too long because you believe they'll turn around. Holding people accountable is uncomfortable, and letting someone go feels personal, even when it's necessary for the team. You absorb everyone's problems, stretch yourself thin, and keep smiling because the thought of disappointing someone sits deeply with you.

Instinctively, you track how people feel before you track the KPIs. Team morale, tension in the room, and whether someone seems overwhelmed. Those signals matter to you more than the dashboard. But deep down, you know the business still has to work, and the longer the KPIs go unchecked, the harder those conversations become.

The Humanitarian represents servant leadership in its purest form. You did not start this work to build a business. You started it because people needed help and you felt called to serve. The mission comes first. The clients and caregivers matter. And most days, you place their needs ahead of your own, sometimes at your own expense. Clients rarely feel like cases to you. They become people you care deeply about. Families trust you because they sense that your motivation is genuine. Caregivers often feel seen and supported in ways they have not experienced in other agencies. Your leadership builds loyalty because people know you truly want the best for them.

But that same instinct to serve can quietly become the weight you carry. Humanitarians often believe that if something needs to be done well for the client, they should step in themselves. You take on difficult clients because saying no feels wrong. You invest heavily in caregivers who need support. Before long, your days are filled with solving problems, helping people, and being needed everywhere.

Over time, the agency can begin to rely on you personally rather than relying on a system. The mission keeps moving forward, but only because you are constantly pushing it.

Servant leadership becomes even more powerful when structure supports it. Systems do not weaken the mission. They protect it. When service is paired with structure, the care you believe in does not depend solely on your energy. It becomes something that can continue, grow, and reach far more people than you could ever carry on your own.

The Methodical is the planner, researcher, operator, and systems thinker of the group. You care deeply about doing things the right way, following the rules. You ensure that the work is correct, compliant, and solid before it moves forward. Many Methodicals drafted SOPs before their agency reached one hundred hours of care.

Knowledge is your power. The more you understand something, the more confident you feel acting on it. You research, compare, and refine until the sequence of steps makes sense. Details do not overwhelm you. In fact, the small details are often where you feel most comfortable.



Where things can feel harder is in the big-picture leap. Your standards protect the business, but perfection quietly hinders progress. You see, growth often requires decisions before all variables are known. It feels premature to move while the path forward is not perfectly mapped, so you keep refining the system, improving the process, and preparing for the moment when everything feels fully ready.

Your Leadership Style didn't magically appear the day you got your license. It was forming long before that, often before you were even aware it was happening. By the time most of us reached our early teens, the way we respond to authority, pressure, responsibility, and expectations was already taking shape.

Some of it came from your natural wiring or what was modeled to you at home. Other parts came from school, early jobs, or the adults you watched navigate conflict and responsibility. Later, bosses and workplaces may have reinforced it or challenged it, but they rarely created it from scratch. You learned how leadership worked by observing it. Maybe you tried to emulate what you saw or promised to do the opposite. Either way, those early patterns followed you into adulthood and quietly shaped how you lead today.

Right now, everything you do in your business—from how you respond to no-call-no-shows, to how you run meetings, to what you avoid entirely—is traceable behavior. It's not random; it was built over time, reinforced by experience, and affirmed by praise, shame, or stress. We all learned certain rules that might keep us stuck.

The Driver learned that results earn respect and pushing harder is what makes you worthy. The Connector learned that connection equals safety. If everyone's happy, no one will leave. The Humanitarian learned that helping is where your value lies. That sacrificing yourself for others is what makes you good. The Methodical learned that perfection means protection. If everything's just right, you'll stay safe.

Those beliefs might've served you once. But now, they're running your agency, quietly, subconsciously, and not always in ways you'd want. As a result, maybe you have started saying yes to the wrong clients. You second-guess decisions you already made. You rewrite the same job post ten times and still don't hit publish. You pour into everyone, but your team still doesn't fully trust your leadership.

When things go sideways—and they will—it's easy to stop leading with intention. Instead, you start leading from instinct, from wiring, and from what feels safe. And that's the exact moment where things either shift or spiral, depending on your response.

Some of you are skimming this, thinking, "Leadership isn't my problem. I just need more people. I just need hours." The Drivers are already flipping ahead to the sales chapter. The Humanitarians are feeling every word in their gut. The Methodicals are opening a new tab to cross-reference what I'm saying. And the Connectors? You're probably texting this chapter to



three other owners right now. But here's the thing: If you skip this part, everything else in this book will land halfway. You'll get ideas, but not breakthroughs.

Most home care owners have never received leadership training. Not from the brand. Not from a mentor. Not in a way that actually aligns with how they think. Instead, they were handed a system, model, or checklist, and tried to fit someone else's strategy into their day-to-day. And when it didn't work, they blamed themselves.

But what works for them might never work for you, because they're not wired like you. They don't lead like you, and they don't think like you. Until you understand your lens, everything will feel harder than it needs to.

Sales won't click. Recruiting won't hold. Culture won't land. You'll keep grinding, but never feel like it's working. Burnout doesn't come from doing too much; it comes from leading in ways that don't fit you. From misalignment, like wearing the wrong hat day after day and wondering why it itches. So let me say it as clearly as I can: the rest of this book won't work the way it should if you skip this part. Real momentum, real alignment, and real change start right here. Not with another strategy, but with a mirror.

RST

REAL STORY TIME

Leadership Pattern: The Driver

As a Driver, I had patterns I wasn't even aware of.

THE PATTERN

I'd see something broken and rip it apart, and rebuild the SOP from scratch. Then I'd give my office a high-level overview, leaving them confused. It looked like bold leadership, but in reality, I was disrupting my team. I'd make changes without their input, assuming my way was the fastest, and therefore the best. That wasn't leadership. It only looked productive from my side.

THE SHIFT

Eventually, I saw what I was doing. I wasn't broken, but I was misaligned. I needed to better understand the strengths and weaknesses of my leadership style so that I could integrate all the necessary elements of a strong leader. That awareness changed everything.

✨ *That awareness changed everything.*

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Let's hold up a mirror.

This is the kind of mirror that slows you down. The one that makes you tell the truth about the things you don't always admit to yourself.

Remember, this isn't about ego; this is about leadership. Your style shows up in every result you're getting. If you're always in charge but secretly have no idea where you're headed, you're not leading. You're reacting. If fear is driving, your vision never gets to speak.

If your hours are flat, your team is inconsistent, your margins are shrinking, and your growth has stalled, it might not be a systems issue. It might be a leadership pattern. And the only way to change that is to see it clearly.

The next chapter will take this one step further. You'll start to see how these leadership patterns show up when pressure hits and why they create burnout, confusion, or friction inside your team.

The next chapter will take this one step further. You'll begin to see how these leadership patterns show up when pressure hits and why they create burnout, confusion, or friction inside your team.

After chapter 2, you can begin the exercises in the companion to this book, The Unfiltered Truth About Home Care Workbook. Use it as you finish chapters to solidify your learning. By then, you will have a clearer picture of yourself as a leader and how your wiring shows up in the real world. The exercises are designed to help you slow down long enough to see those patterns and begin incorporating them into leading with intention rather than instinct.

Self-awareness isn't optional. It's the entire game. It's the difference between leading on purpose and running in circles.

This is where the game starts. And this is where it changes.